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ABSTRACT

This document aims to understand the patterns of media consumption among Gavilan students. The goals of the study are to determine the most consumed media product, determine differences in consumption of media modes by different variables, and conduct demographic profiles of the most consumed products within each media mode. The data was gathered from a set of Spring 2003 classes that were randomly selected for survey administration. The study found that almost all respondents reported consuming media of some type in the previous week. The three traditional modes (newspaper, radio, TV) did not show any differences in consumption rates and so appear equally likely to able to reach Gavilan students. About 55% of students indicated that they has visited at least one Web site within the week that they took the survey. Hispanic oriented media of various modes appears to have much overlap in consumption. The same is true for conservative talk radio, the local TV stations, the Hollister papers, and public access channels. This means that multiple ads in these clusters will reinforce each other rather than expand the scope of the audience. (Contains 4 graphs and 10 tables.) (MZ)

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GAVILAN COLLEGE

Student Media Survey
June 2003

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Survey Design and Data Entry by the Gavilan Community College ASB

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Gavilan Community College Student Media Survey
June 2003

Summary

- Within the week in which they took the survey, 90% of respondents had read at least one newspaper, 88% had listened to the radio at least once, 86% had watched T.V. at least once
- Latino and White, non-Hispanic survey respondents are equally likely to be consumers of newspapers while Latinos were 6% more likely to be radio listeners and 19% more likely to be TV watchers than White, non-Hispanics
- 55% indicated that they had visited at least one website
- *The San Jose Mercury News*, *The Pinnacle*, and *The Dispatch* are the top read newspapers by survey respondents
- KDON, KSJO, and KBAY were among the most listened to radio stations
- KSBW channel 8, KCBA FOX channel 35, and KNTV channel 11 were among the most watched T.V. channels by survey respondents
- AOL, MSN, Gavilan, Hotmail, Google, and Yahoo were the websites most frequented by survey respondents
- The most consumed newspapers and TV stations did not appear to have a uniquely identifiable demographic
- KDON listeners can be characterized as mostly being females under the age of 30
- KJSO listeners appear to be mostly under age 23 with a stronger preference by White males although a fair number of non-White listeners are among student respondents
- There appears to be five clusters of interrelated media consumption: Hispanic culture media, conservative talk radio, local as opposed to national TV stations, the Hollister papers, and public access cable channels

INTRODUCTION

Media outreach is a crucial component of student recruitment and communication with the larger community. Understanding patterns of media consumption among Gavilan students is critical for making the most effective use of limited advertising resources. The goals of this study included:

1. Determine the most consumed media product within each major media mode of newspapers, radio stations, television stations, and web sites
2. Determine differences in consumption of media modes by ethnicity, gender, and age
3. Conduct demographic profiles of the most consumed products within each media mode

Methods

A set of Spring 2003 classes were randomly selected for survey administration. Four questions were asked by the survey:

1. What are the 3 websites you visit most often?
2. Which of these newspapers have you read in the past week? Mark all that apply.
3. Which of these radio stations have you listened to in the past week? Mark all that apply.
4. Which of these local TV stations have you watched in the past week? Mark all that apply.

The website questions was free responses while choices were provided for the other modes (Table 1). In 18 cases, students filled out two surveys. In these cases, one response was randomly selected for inclusion in the analysis resulting in a total of 374 responses. The error rate for responses is approximately $\pm$ 5%. Data analysis was conducted with SPSS statistical software.

Results

Within the week in which they took the survey 90% of students had read at least one newspaper, 88% had listened to the radio at least once, and 86% had watched T.V. at least once (Figure 1). Additionally, 55% gave at least one response to the website question. Latinos and White, non-Hispanics are equally likely to be consumers of newspapers or report website visitation while Latinos

were 6% more likely to be radio listeners (Chi-square (2) = 12.77, p = 0.002) and 19% more likely to be TV watchers than White, non-Hispanics (Chi-square (2) = 16.09, p = 0.0003). There were no apparent significant differences in consumption of media products by gender or age. Respondents appeared to mostly consume between 1 and 3 different media products within each media type (Table 2). *The San Jose Mercury News*, *The Pinnacle*, and *The Dispatch* were the top read newspapers by respondents (Figure 2), KDON, KSJO, and KBAY were among the most listened to radio stations (Figure 3), and KSBW channel 8, KCBA FOX channel 35, and KNTV channel 11 were the most watched T.V. channels (Figure 4). AOL, MSN, Gavilan, Hotmail, Google, and Yahoo were the most reported websites (Table 3).

In trying to develop a useful demographic profile of Gavilan student media consumption, it appeared that the most popular TV stations and newspapers did not have a unique set of consumers definable by ethnicity, gender, age, or education level. It may be that these forms of media have a broad appeal, which in turns makes them the most consumed media products. Not surprisingly, local newspapers such as the Dispatch and the Pinnacle had stronger readership among residents of the communities those papers served compared to residents who lived outside of the paper's service area. The two most popular radio stations, KDON and KSJO, on the other hand did exhibit a more specific demographic profile. KDON listeners can be characterized as mostly being females under the age of 30 (Figure 5, risk = 0.35). KJSO listeners appear to be mostly under age 23 with a stronger preference by White males although a fair number of non-White listeners are among student respondents (Figure X, risk = 0.35). Performing a factor analysis to see what media products and demographic characteristics tend to be consumed together found several related groupings (Table 4). There appears to be a cluster of Hispanic culture media also related to the respondent being Latino in addition to a cluster of conservative talk radio, local as opposed to national TV stations, the Hollister papers, and public access cable channels.

Discussion

Almost all respondents reported consuming media of some type in the previous week. The 3 traditional modes (newspaper, radio, and TV) did not show any differences in consumption rates and so appear equally likely to be able to reach Gavilan students although there is some indication that radio and TV may be slightly less effective at reaching White, non-Hispanics. Both KDON and KSJO appear effective at reaching younger students so that other radio stations such as KBAY would be good to include in suites of radio advertising to maximize coverage. Hispanic oriented media of various modes appears to have much overlap in consumption so that an advertisement in a Hispanic oriented newspaper for instance would likely reach the same people as a message broadcast on a Hispanic oriented radio or TV station. The same is true for conservative talk radio, the local TV stations, the Hollister papers, and public access channels. This means that multiple ads in these clusters will reinforce each other rather than expand the scope of the audience.

Limitations

While this report is useful in identifying rates and patterns of media consumption, this report did not explore the issue of which media outlet is most effective in delivering a particular message. The findings in this report can best be used to help ensure that a certain target audience is reached or that the most people are reached. There is some concern that respondents may have had an overly liberal definition of "reading" the newspaper and may have been interpreted to include reading headlines through a newspaper box. Also, the wording for website use did not specifically ask if students had used the internet in the past week as was done for other modes making usage information for this mode not directly comparable to the other modes. Future research will have to address frequency of internet usage. Finally, while great efforts were made to ensure this sample was representative, there may be some findings that are unique to this sample and may not necessarily generalize to the general population of Gavilan students especially and a new group of students enters the college.

Table 1. Choices given as responses to questions regarding media consumption

Newspapers	Radio Stations	T.V. Channels
The Gilroy Dispatch	KBRG (FM 100.3)	Univision (Channel 67)
The Morgan Hill Times	KBAY (FM 94.5)	Telemundo (Channel 48)
The Freelance	KWAV (FM 97.0)	KSBW (Channel 8)
The Pinnacle	KDON (FM 102.5)	KCBA (FOX Channel 35)
Miracle Miles	CD93 (FM 93.5)	KION (Channel 46)
Out 'n About	KRTY (FM 95.3)	KNTV (Channel 11)
The San Jose Mercury News	KBTU (FM 101.7)	KICU (Channel 36)
Metro	KTOM (FM 100.7 & 100.9)	KTEH (Channel 54)
The Monterey Herald	KOCN (FM 105.0)	KRON (Channel 4)
The Californian	KSJO (FM 92)	City View (Cable Channel 17)
Aromas Tri-county News	KPIG (FM 107 oink5)	Gavilan Channel (Cable
Nuevo Mundo	KLOK (AM 1170)	Channel 18)
El Vistaio	KTX (AM 1460)	Educational Channel (Cable
El Observador	KIDD (AM 630)	Channel 19)
La Oferta Review	KGO (AM 810)	Public Access Channel (Cable
Other Newspaper or Magazine	KSCO (AM 1080)	Channel 20)
	KAZA (AM 1290)	Other:
	Sports Radio (AM 1380)	
	Other:	

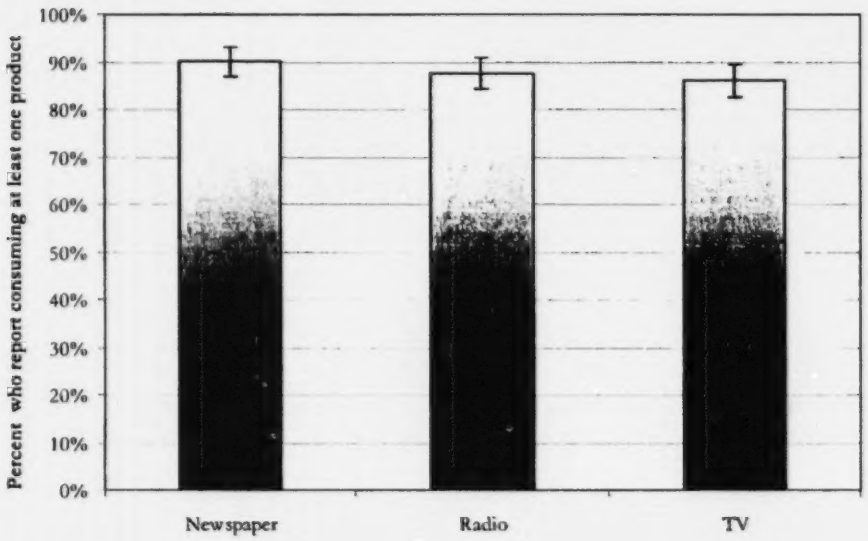

Figure 1. Percent respondents consuming a particular media type in the previous week. Bars represent 95% confidence intervals.

Media Type	Count	Percent
Newspaper	337	90%
Radio	328	88%
TV	322	86%

N = 374

Table 2. Number of different media products (newspapers, radio stations, or TV stations) consumed in the previous week by media type

Number of media products consumed	Newspaper		Radio		TV	
	Count	Percent	Count	Percent	Count	Percent
0	37	10%	46	12%	52	14%
1	81	22%	107	29%	85	23%
2	96	26%	84	22%	72	19%
3	85	23%	66	18%	62	17%
4	41	11%	40	11%	41	11%
5	25	7%	16	4%	26	7%
6	3	1%	9	2%	14	4%
7	2	1%	3	1%	11	3%
8	2	1%	0	0%	4	1%
9	1	0%	0	0%	2	1%
10 or more	1	0%	3	1%	5	1%
Total	374	100%	374	100%	374	100%

Note: The error rate for this table is approximately plus or minus 5%.

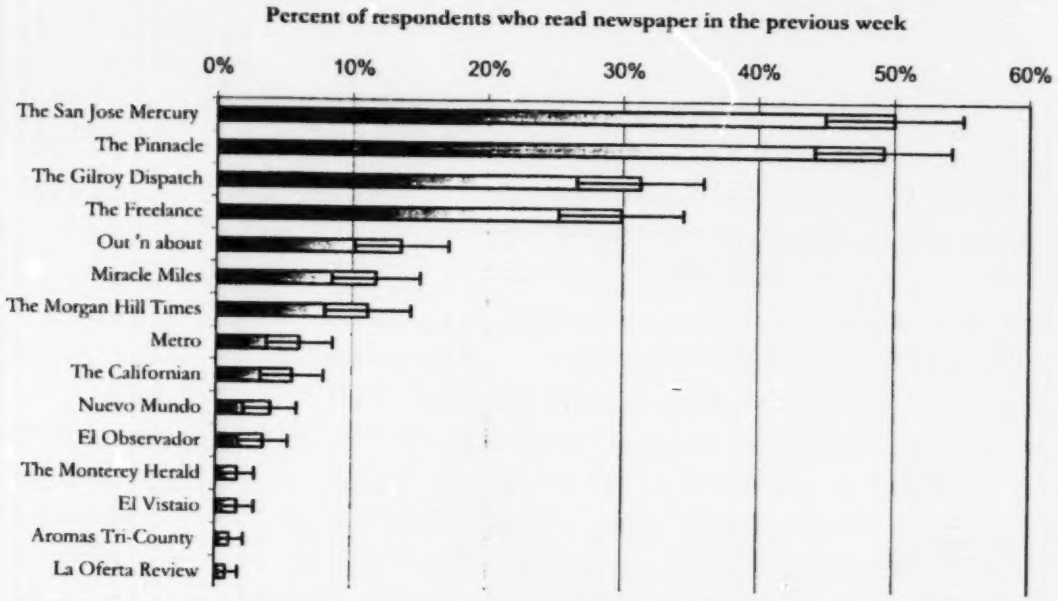

Figure 2. Gavilan College Student responses to which newspapers they have read in the past week. Bars represent 95% confidence intervals.

Name of Newspaper	% of students
The San Jose Mercury	50.0
The Pinnacle	49.2
The Gilroy Dispatch	31.3
The Freelance	29.9
Out 'n about	13.6
Miracle Miles	11.8
The Morgan Hill Times	11.2
Metro	6.1
The Californian	5.6
Nuevo Mundo	4.0
El Observador	3.5
The Monterey Herald	1.6
El Vistaio	1.6
Aromas Tri-County	1.1
La Oferta Review	0.8

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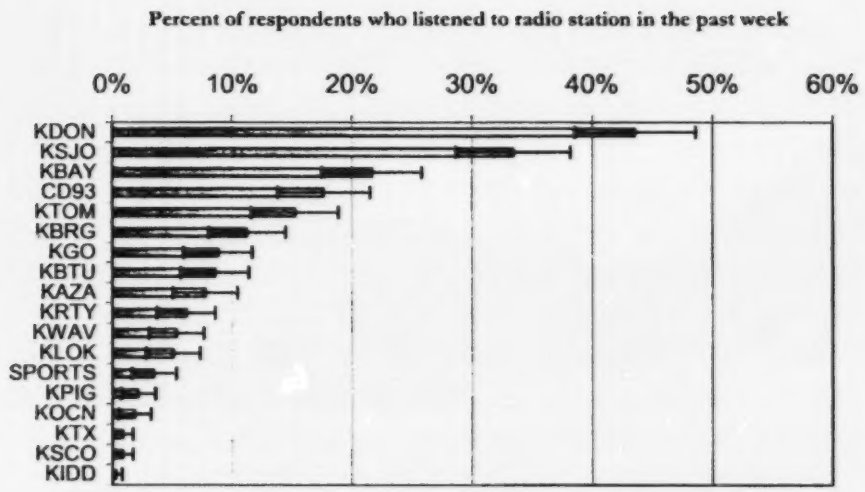

Figure 3. Gavilan College Student responses to which radio stations they have listened to in the past week. Bars represent 95% confidence intervals.

Radio Station	# that listen	% that listen
KDON	163	44%
KSJO	125	33%
KBAY	81	22%
CD93	66	18%
KTOM	57	15%
KBRG	42	11%
KGO	33	9%
KBTU	32	9%
KAZA	29	8%
KRTY	23	6%
KWAV	20	5%
KLOK	19	5%
SPORTS	13	3%
KPIG	8	2%
KOCN	7	2%
KTX	3	1%
KSCO	3	1%
KIDD	1	0%

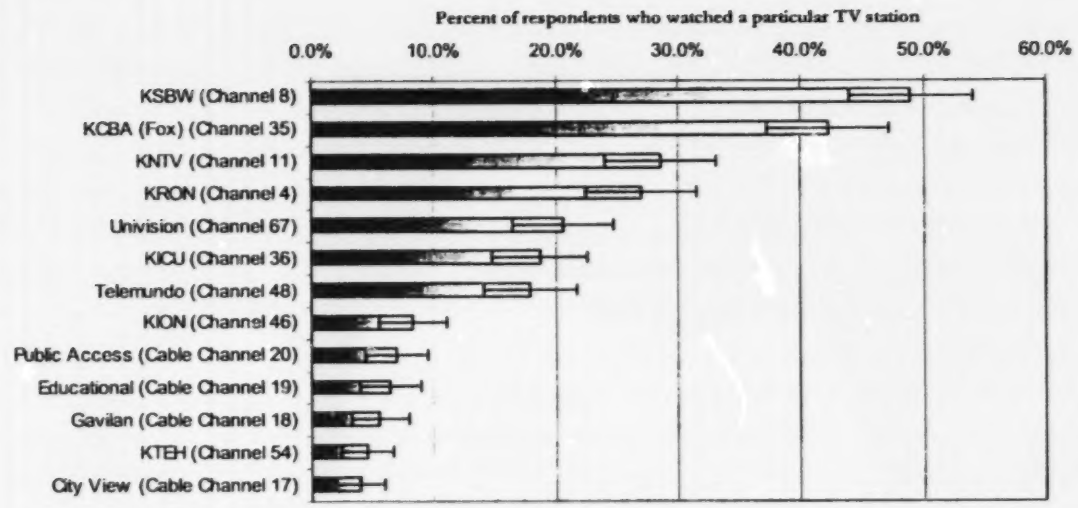

Figure 4. Gavilan College Student responses to which TV stations they have watched in the past week. Bars represent 95% confidence intervals.

Name of TV Channel	# That Watch	% That Watch
KSBW (Channel 8)	183	48.9%
KCBA (Fox) (Channel 35)	158	42.2%
KNTV (Channel 11)	107	28.6%
KRON (Channel 4)	101	27.0%
Univision (Channel 67)	77	20.6%
KICU (Channel 36)	70	18.7%
Telemundo (Channel 48)	67	17.9%
KION (Channel 46)	31	8.3%
Public Access (Cable Channel 20)	26	7.0%
Educational (Cable Channel 19)	24	6.4%
Gavilan (Cable Channel 18)	21	5.6%
KTEH (Channel 54)	17	4.5%
City View (Cable Channel 17)	15	4.0%

Table 3. Top web sites by category used by respondents

Top Email services	Count	Top Search Engines	Count	Top Gavilan Sites	Count	Top News Sites	Count
aol	53	aol	53	Homepage	31	msn	36
msn	36	msn	36	gavilan college library	11	cnn	4
hotmail	20	google	18	health services	11	espn	2
yahoo	17	yahoo	17	financial aid	4	foxnews	1
		hotbot	7	research	2	bbc	1
		askjeeves	5	gavilan child center	2		
		netscape	2	trio	1		
		excite	3	tutoring lab	1		
		fastweb	1	literacy	1		
		Juno	1	gavilan edu/aj/	1		
		all the web	1	Gavilan online classes	1		
				counseling	1		
				athletic teams	1		

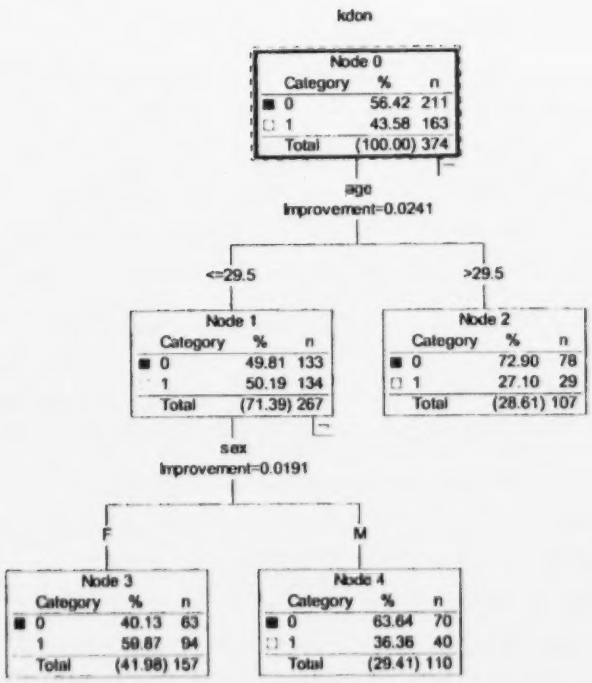

Figure 5. Classification and regression tree relating demographics to KDON consumption.

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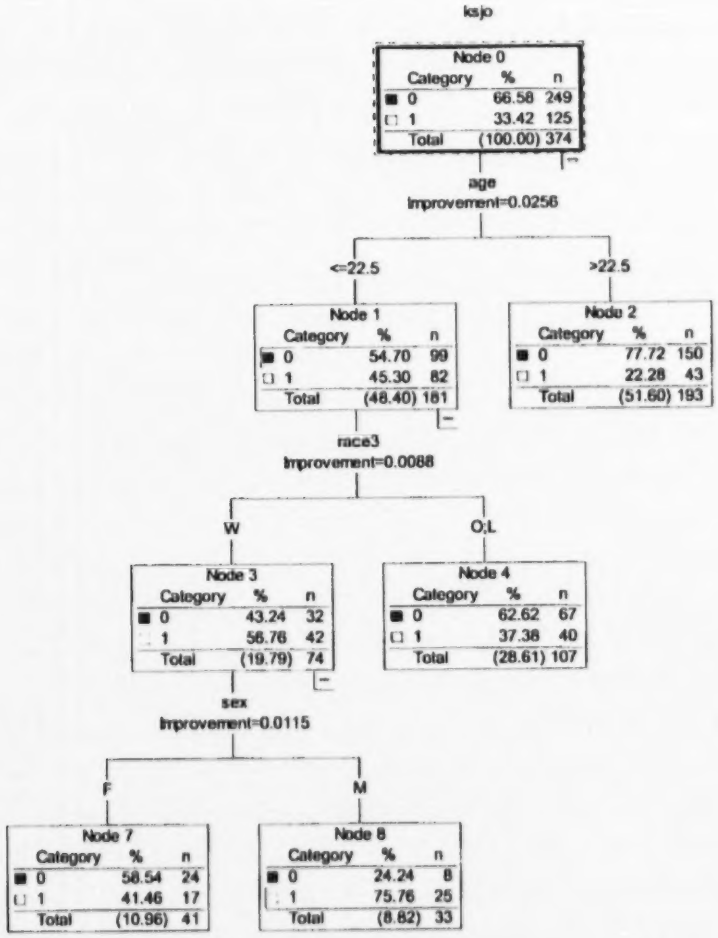

Figure 6. Classification and regression tree relating demographics to KSJO consumption.

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Table 4. Factors of intercorrelated media consumption and demographics.

Hispanic Focus	Conservative	Local TV	Hollister Papers	Public
Univision	KTX	KNTV	Freelance	Gavilan Channel
Telemundo	KSCO	KRON	Pinnacle	Education Channel
KAZA	La Oferta	KICU		Public Access
KBRG				
Latino Ethnicity				
KLOK				
El Observador				
Neuvo Mundo				

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